

Avocado Sales Analysis Presentation

Sushmita Rawat
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A large, colorful salad is presented in a shallow bowl. It features fresh green arugula, red strawberries, and leafy greens like spinach and chard. Two small white bowls containing hummus and garnished with arugula and seeds are placed on the side of the main bowl.

Introduction

Avocado Sales Dashboard Analysis

Subtitle: Data-Driven Insights on Avocado Sales Across the U.S. (2015-2018)

This dashboard provides a comprehensive analysis of avocado sales trends, covering:

- Total volume and revenue performance
- Regional and product-level sales breakdowns
- Price variations across time and geography
- Consumer preferences for organic vs. conventional types

KPI Highlight

Total Volume

15.52bn

Average Sales Price

1.41

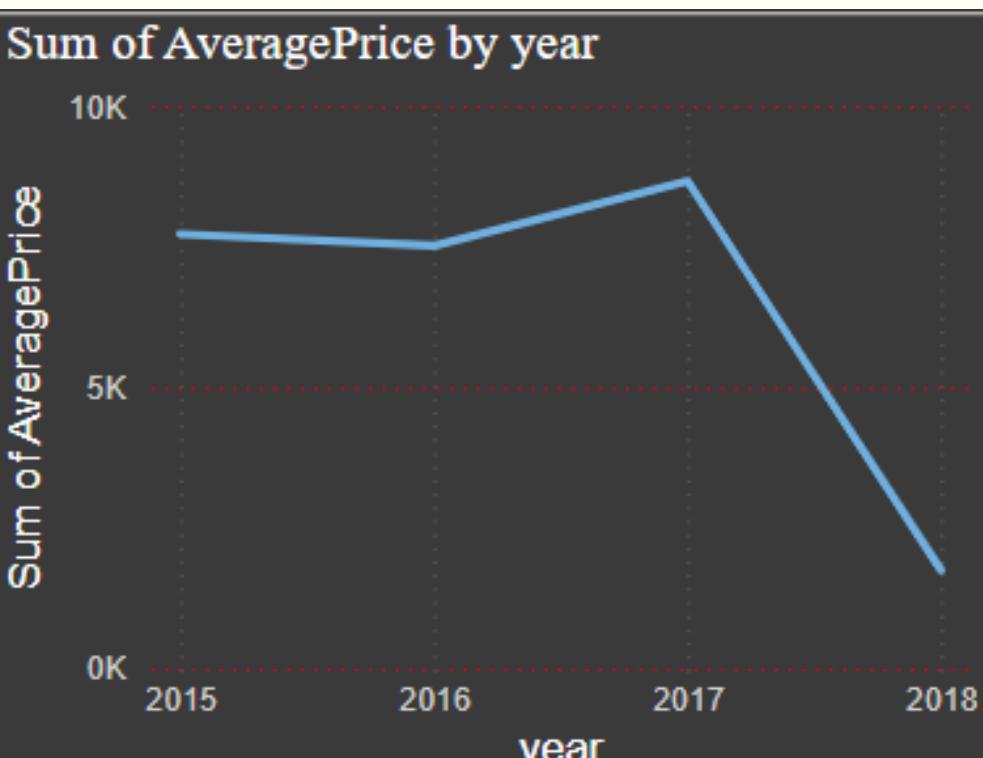
Total Revenue

16.93bn



Yearly Trends

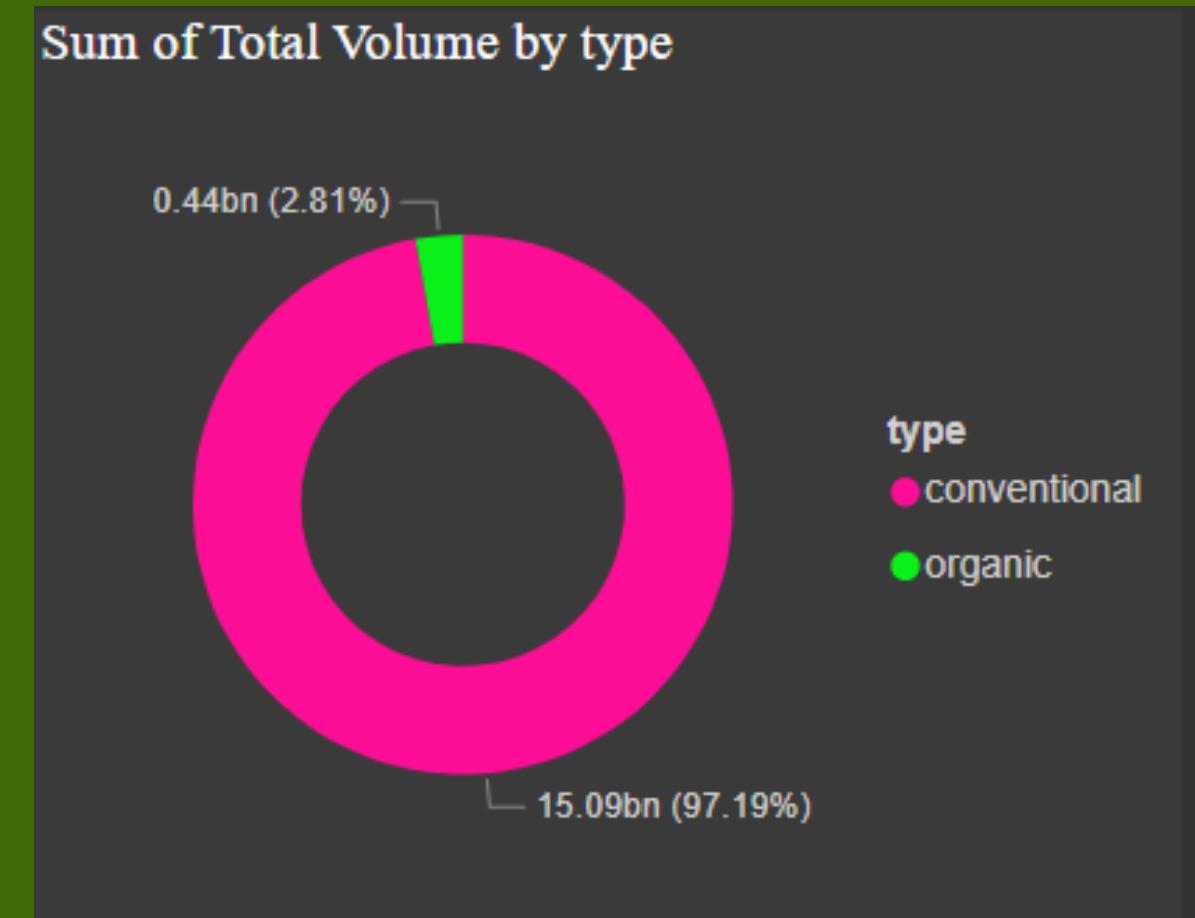
- Insight:
 - Steady volume increase from 2015-2017
 - Drop in 2018 (possibly due to partial data)
 - Region coverage remained consistent



Avocado Type Sales



- Insight:
 - Conventional avocados dominate with 97.2%
 - Organic sales are minimal in comparison



Regional Sales Overview

Insight:

- TotalUS (aggregated): 5.86bn
- Top performers: West, California, SouthCentral
- Consistent color scheme aids readability

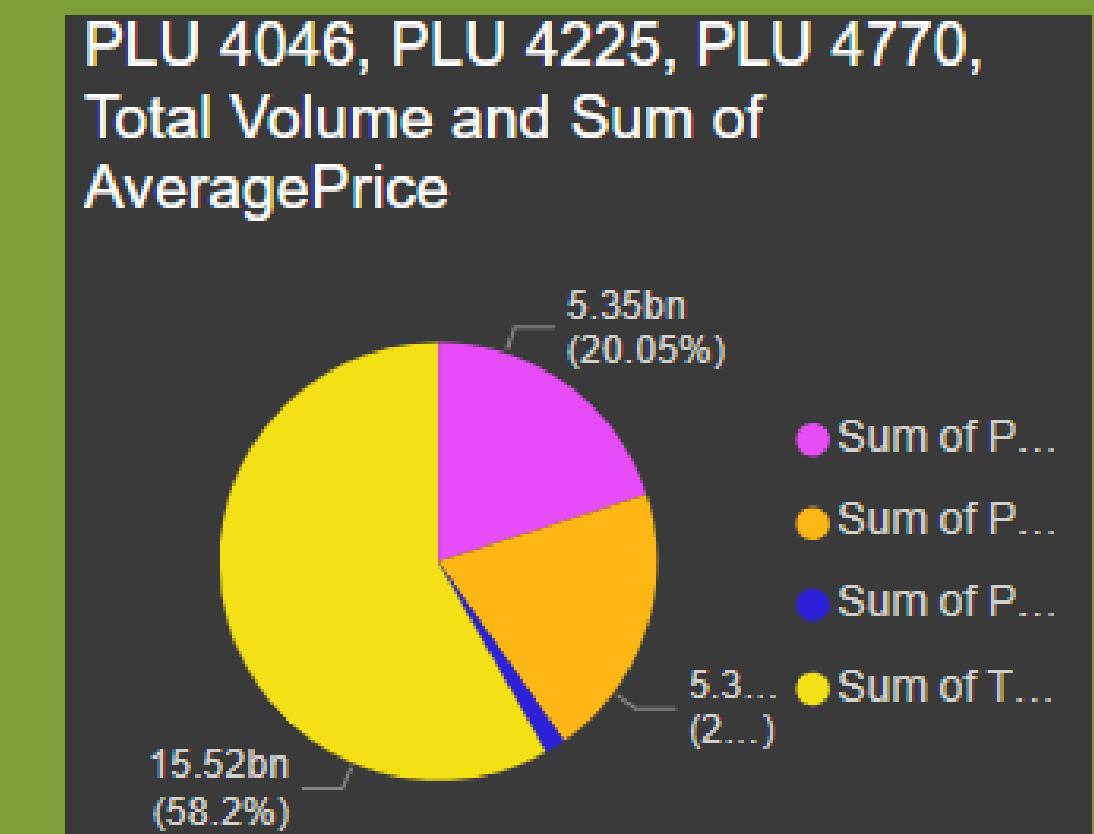
Total Volume per region	
region	Sum of Total Volume
TotalUS	5,864,740,181.80
West	1,086,779,155.75
California	1,028,981,653.17
SouthCentral	1,011,279,618.83
Northeast	713,280,909.56
Southeast	615,238,409.11
GreatLakes	589,642,549.29
Midsouth	508,349,357.20
LosAngeles	507,896,547.63
Plains	311,188,529.11
NewYork	240,734,127.53
DallasFtWorth	208,419,286.55
Houston	203,167,867.80
Total	15,523,402,593.40



Product Insight Breakdown

Insight:

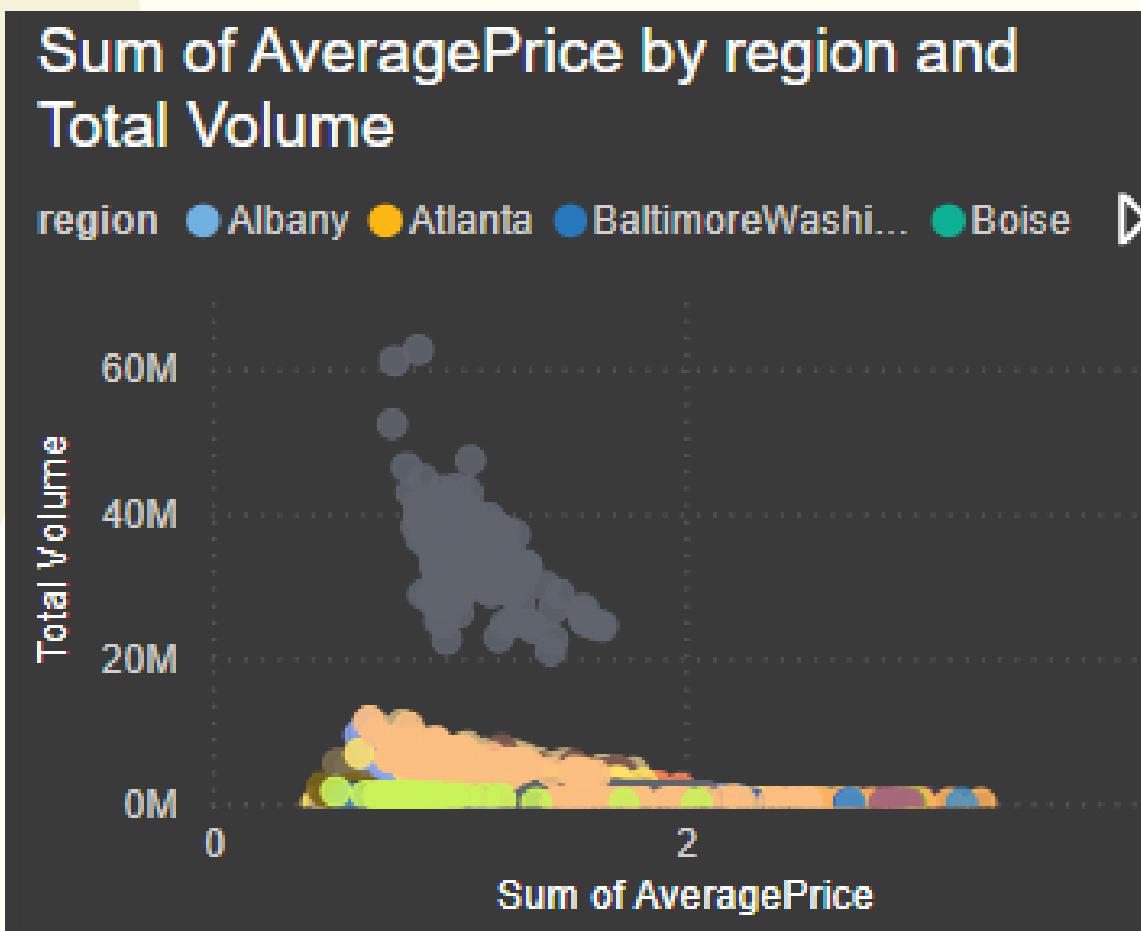
- PLU 4046 (small avocado) leads volume
- Useful for targeting consumer preferences



Correlation Analysis

Insight:

- No strong correlation between price and volume
- High-volume regions maintain moderate pricing

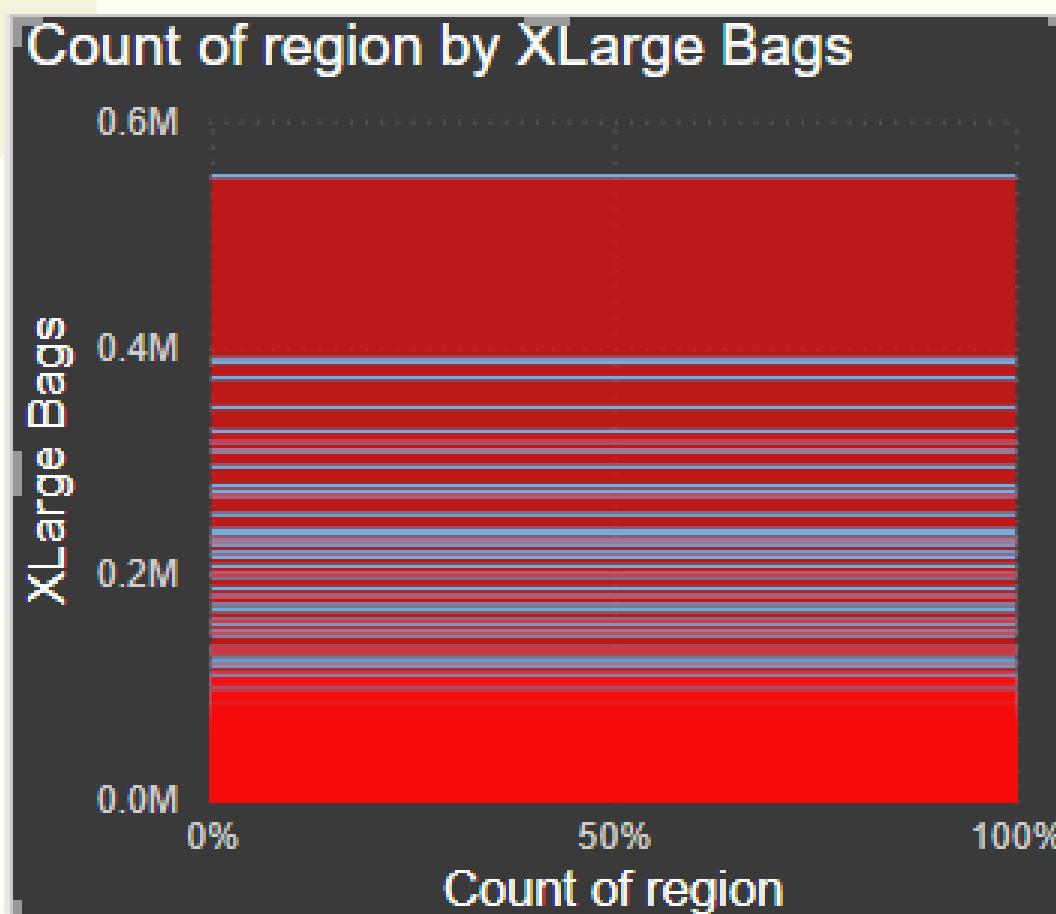




Bag Size Analysis

Insight:

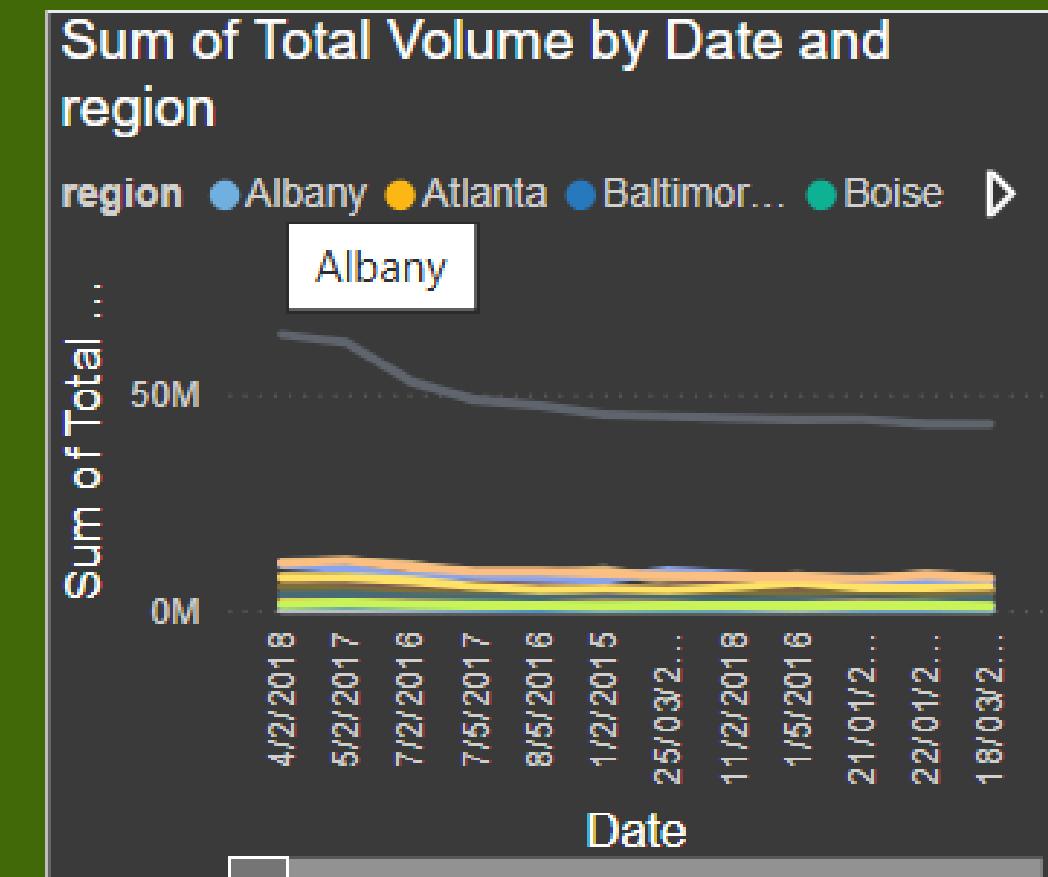
- X Large bags have low distribution
- Total bag volume shows upward trend over time



Volume Over Time by Region

Insight:

- Seasonal sales spikes identified
- West and California show consistent volume growth



A white tote bag is filled with a variety of fresh vegetables, including curly kale, red bell peppers, avocados, eggplant, and broccoli. The bag is tied at the top and sits on a light-colored surface. In the background, there are some decorative elements like a slice of kiwi and a large green leaf.

Thank
You!